

CALL FOR PROPOSALS EUROPEAN CAPITAL AND CITY OF CHRISTMAS 2018



European Capital of Christmas

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0.- Introduction

The European Union is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law and respect for human rights.

Christmas is a time of special significance in Europe, a time when the profound values of integration, tolerance, coexistence and peace that are at the heart and origin of the European project are revealed.

Promoting a distinction for the "European cities of Christmas" is to promote peace, coexistence and harmony. A powerful element of integration and knowledge of the values of Europe among its citizens.

Christmas, as European as it is universal, is a powerful tool to promote entrepreneurship and the economic, social and cultural development of Europe's cities and regions, as well as the promotion of European material and immaterial heritage, the activation of communities and the well-being of Their citizens.

1.- Main purposes

Fundación Iberoamérica Europa, located in General Arrando, 14, 28010, Madrid, and identified with CIF nº G 28715373, presents the Call for Projects "European Capital and City of Christmas 2018" with the support of the High Sponsorship of the European Parliament. Eligible cities can be any of the towns in the 28 Member States of the European Union, Norway, Switzerland, Liechtenstein, Monaco, Andorra and Iceland.

The "European Capital and City of Christmas" Call shall, in all its axes and actions, aim to:

- Spread the intrinsic values of Christmas and the European Union, such as coexistence and peace, serving as runway to the participation of any city that wants to promote its image, in accordance with these rules (hereinafter, the Call).

- Create spaces around the idea of Christmas, share traditions, similarities and differences in the celebration of these holidays in the different cities, regions and countries, thus delving into diversity and commonalities among European citizens and their customs.
- Give the opportunity to the European cities promote their image and idiosyncrasy, publicizing their characteristic identity in connection with the celebration of Christmas, as well as the promotion and preservation of their tangible and intangible heritage.
- Promote the development of projects that enable economic, social, cultural and economic sectors, affecting cities and the lives of their communities and inhabitants.

2.- Applicants

Eligible cities can be any of the towns in the 28 Member States of the European Union, Norway and Switzerland.

Applicants must present only a Project in the corresponding category, this project needs to include all the proposed activities.

Projects should be focused on enhancing the human values and solidarity that underlie the Christmas and European spirit. With this objective, candidates to European Capital and City of Christmas 2018, can carry out activities of leisure, education, commerce, etc. The activities described in the project will be carried out in 2018 and January 2019.

Two categories are established for the presentation of projects:

- A. European Capital of Christmas 2018: for cities with more than 100.000 inhabitants.
- B. European City of Christmas 2018: for cities with less than 100.000 inhabitants.

3.- Registration and Project submission:

To apply to the Call for proposals, a representative of the city should register and submit the project through the website europeancapitalofchristmas.org, providing all the essential information about the city that competes and the project submitted by filling the application form with the information described below:

- Identification and position of the person who performs the registration.
- Name of the city.
- Kind of city and category in which it competes: European Capital of Christmas or European City of Christmas.
- Registered office of the local government of the city. Complete postal address, (including city, region and country), and phone number.
- Name and Surname of the legal representative of the city.
- Contact information of the legal representative (email, address and phone number).
- Position of the legal representative of the city in the Local Government.
- Name of the Project.
- Description of the Project.
- Justification of the project – strategic plan.
- Identification of the organizations and people involved in the Project.
- Financial provisions – Total cost of the project.
- Description of the types of activities and actions.
- Digital and visual resources of the project.

All the required information must be provided in the official language of the city State and translated to English or French.

The following registration fees are set:

- 6.000 (six thousand) euros for category A. European Capital of Christmas.
- 3.000 (three thousand) euros for category B. European City of Christmas.

Registration fees should be deposited in the Fundación Iberoamérica Europa account enabled for this purpose:

ES42 2100 2960 6702 0016 2656

Registration fee of will give right to the presentation of a single project and participation of the city in the chosen category. Enrolled cities will be members of the European Cities of Christmas Network for a year.

The creation of a European Cities of Christmas Network aims to promote the values of the European cultural diversity and especially, Christmas traditions as different and varied in Europe that have transcended the whole world.

EUROPEAN CITIES OF CHRISTMAS NETWORK

The registration on the call includes annual membership of the cities to the European Cities of Christmas Network. A space for cities to exchange experiences, develop partnership and access to advice of the organizing team of the Call in matters of their interest.

Membership of the enrolled cities in the European Cities of Christmas Network, would be effective by the concession of a distinctive mark that identifies the city as a participant in this network.



European Cities of Christmas Network

- Network advantages for the cities

The creation and promotion of this Project will have repercussions in the dynamization of various sectors, such as economic, cultural or social that will be activated, impacting in a positive way in the life of communities and inhabitants of the cities.

The organization of the Call will facilitate and propose various activities to establish partnerships between cities, as well as spaces for sharing practices, projects and the exchange of experiences. The organizing team establishes the following actions:

1. Celebration of the annual Congresses of European Capitals and Cities of Christmas:

These congresses will be celebrated by the capital and city that have received the second prize of the jury in the Call for proposals of the previous year. Both events will consist in the meeting of participating cities enrolled in the last Call. Among other activities, success stories will be presented by the award-winning capital and city, and advisory work will be given in the presentation of projects for the following year by the organizing team of the Call.

In addition, work sessions will be organized to enable the exchange of projects and activities of the cities, those usual in their Christmas local program, and those created specifically for the Call. Particular attention will be given to those actions that most closely adhere to the values and objectives of the Call and of the European Union.

The purpose of these Congresses is to establish alliances between cities, that enable the creation of new acts of meeting and exchange, facilitated by the organization of the Call.

The Congresses will also include sessions related to participation in European projects and access to European funding programs, as well as activities to establish the necessary actions for the knowledge and application to programs related to the values and promotion of Christmas and the European Union.

2. Organization of events and fairs throughout the year that involve associations of merchants and traders, artists and other creators who wish to relate their business activity with Christmas and the European Union:

The Network and the Congresses will be the meeting point for the cities, and other events may also be held on the proposal of the participants and enabled by the organizing team:

- Meeting of merchants and traders associations of the different cities: in which experiences, recommendations, good practices and success cases can be shared.
- Meeting of artisans and Christmas merchants.
- Gastronomic exchanges.
- Connections between professionals in the lighting and decorative industries.

3. Interaction between partners in social, cultural and tourist matters:

Member cities of the Network will be able to share their cultural and tourism projects and activities, giving other cities the opportunity to learn about the management experience of these assets, as well as the promotion of their tangible and intangible heritage. This exchange will also enable the creation of networks and interactions in different areas:

- Artists: meetings of artists and creators whose work is linked to Europe and Christmas.

- Music: a fundamental element of Christmas celebration, which requires the participation of traditional musicians and other disciplines: classical music, orchestras, choirs and antique music.
- Arts managers and tourism professionals: the meeting of workers in the management of tangible and intangible heritage, as well as tourism, can be an activity that generates synergies for the different cities of the Network.
- Associations, Foundations and non-profit organizations.
- Connections between tour operators and hoteliers.

4. International promotion:

Participants and winner cities will have a unique opportunity to improve their image nationally and internationally as part of a network supported by the High Sponsorship of the European Parliament and with the full dedication of the organizing team to its advice, attention and help in the following areas:

- Access to European grants and funding.
- Advise in the presentation and projects viability.
- Help in finding sponsors and negotiating with them.
- Knowledge and participation of the initiatives promoted by the cities members of the Network.

5. Business exchange at national and international level:

The support of sponsors and partners for projects presented by cities is one of the main axes in the Call. The commitment of local, regional or national entities in the support, financing and promotion of the projects is a basic aspect for its start-up.

Enabling meetings that result in the establishment of collaborative relationships between the sponsors involved in the different projects, is one of the most important objectives of this Network. It is also intended that the sponsoring companies and entities have the possibility to learn about and participate in projects beyond their national borders, thus expanding its radius of activity and influence and taking maximum advantage of membership in the Network and the European Economic Community.

6. Publication of the Annual Report of the Network of European Cities of Christmas:

The document includes the winning projects, the projects of the cities awarded with the Jury second prize, that will organize the Congresses, and other matters of interest to the cities.

4.- Deadline for submitting proposals

The deadline for the submission of projects for the call for Capital and European City of Christmas 2018, will open on 1 September 2017 and end on 15 November 2017, both dates included. Only the submissions through the website europeancapitalofchristmas.org, will be accepted.

5.- Admissibility requirements and Eligibility criteria

Projects must be submitted in the language of the Member State of the European Union of the city, and translated into English or French. The project should develop the following aspects:

1. Description of the city and its characteristics.
2. Justification of the 2018 Christmas Capital or European City project:
 - The celebration of Christmas in the eligible city: traditions, customs and related matters such as gastronomy, music, decorative arts, lighting, Christmas markets, shows, etc.
 - Tangible and intangible heritage of the city and its communities.
 - Activities carried out in the past.
 - Detailed description of the project: proposed actions for the Call.
 - Sponsorship and organizations involved: companies, associations of traders, craftsmen, cultural organizations and the non-profit institutions.
 - Detailed budget and feasibility of the project.
 - Expected long-term quantitative and qualitative impact of the action and outputs.

Applications will be ranked according to the total score awarded up to a maximum of 100 points. The proposals with the highest total scores will be recommended for award. The jury will evaluate the above sections and the overall consistency and coherence of the projects, granting the following sections the score described below:

- Project justification, overall consistency and coherence: 20% of the total score.
- Commitment and dissemination of the European Union and the celebration of Christmas values, such as: solidarity, coexistence, community creation, attention to diversity, involvement of different communities, promotion of local and European identity: 15 % of the total score.
- Socio-economic impact and activation of strategic sectors for citizenship: culture, commerce, education, tourism, citizen associations. 15% of the total score.
- Participation of associations and non-profit organizations: institutions, merchants and traders networks, cultural and educational centers, foundations and non-profit institutions. 10% of the total score.
- Inclusion of citizenship and adaptation to the various users and public. 10% of the total score.
- Sponsorship agreements: commitment of local, regional or national entities in the support, financing and promotion of the project. 10% of the total score.
- Interaction of local heritage with the celebration of Christmas. 10% of the total score.
- Long-term impact: approximation to the future outputs of the project in the city and its inhabitants. 10% of the total score.

6.- Selection of winners

After the deadline for the submission of projects for the Call European Capital and City of Christmas 2018, the international jury will evaluate the participants from 15 to 30 November 2017.

During the first week of December 2017 the decision of the Jury will be announced, the winner project will be those better aligned with the objectives of the Call.

Award-winning Capital and City will establish, by mutual agreement with the Call organizing team, the specific agreements that come, which may include sponsorship proposals with different entities.

Fundación Iberoamérica Europa, along with the award-winning Capital and City, will ensure the fulfillment of the actions foreseen in the project.

The winners of Capital and City will have the distinction of "Capital and European City of Christmas", and will have the right to use this distinction, as well as the logos of winners of the Call, in the physical and digital documents they deem appropriate. This right shall be extended for one year from the official publication of the Jury's decision.

The award-winning projects will be published in the Annual Report of the Network of European Cities of Christmas.

The international Jury reserves the right to declare the Call deserted in the event that none of the submitted projects is, in the opinion of the Jury, deserving of the award, either for lack of feasibility, or because it is not suitable to be integrated into the values the European Union represents. The decision of the international Jury on the prize will be final.



European Capital of Christmas 2018



European City of Christmas 2018

7.- Jury composition

The international Jury will be constituted by a number of members between five and seven experts in various aspects involved in the evaluation of the projects, coming from different Member States of the European Union.

8.- Communication and Awards Ceremony

Applicants will be informed in writing about the results of the selection process. No information regarding the award procedure will be disclosed until the notification letters have been sent to the beneficiaries.

The result of the Call will be made public officially through the website: europeancapitalofchristmas.org and media, from 5 of December 2017.

Subsequently, the Jury will contact the award-winning Capital and City to inform the same of the necessary steps for the signing of the collaboration agreement and to request the necessary documentation, for such purposes.

The organizing team will hold the Awards Ceremony of European Capital and City of Christmas during December 2017. An event supported by the High Sponsorship of the European Parliament and which will be attended by the International Jury, award-winning Capital and City, and all those applicants that wish to attend the awards ceremony.

9.- Data protection policy

Fundación Iberoamérica Europa, of Spanish nationality and with address for the purposes of notifications at General Arrando, 14, 28010, Madrid, will be holder and own the website created for the Call, and responsible for the files generated with the personal data provided by the users through this website.

The representatives of the cities who register the projects on the website and the cities participating in the call, guarantee that the information they provide is true and will be entirely responsible for this declaration and for the access and correct use of the website subject to its Terms of Use.

The user authorizes Fundación Iberoamérica Europa for the processing of the personal data that voluntarily provided, with the following purposes:

- Manage participation in the program "Capital and European City of Christmas".
- Manage the user's relationship with Fundación Iberoamérica Europa.
- Respond to queries received.
- Send information about the activities of Fundación Iberoamérica Europa even electronically.
- Carry out studies and statistical calculations.
- Conduct satisfaction surveys.
- Send personal or official greetings.
- The dissemination in web publications, social networks, written media, videos, television, of the activity of Fundación Iberoamérica Europa.

The interested party consents and unequivocally authorizes the international transfer of personal data derived from its participation in the program "Capital and European City of Christmas".

All data are treated with absolute confidentiality, and are not accessible to third parties for different purposes for which they have been authorized.

The file created is under the supervision and control of Fundación Iberoamérica Europa, who assumes responsibility for the adoption of technical and organizational security measures to protect the confidentiality and integrity of the information, in accordance with the provisions of Organic Law 15 / 1999 of 13 December, on the Protection of Personal Data, and other applicable legislation.

Any registered user / participant can exercise their rights of access, rectification, opposition and cancellation of their personal data provided, through the website or by written communication addressed to the Fundación Iberoamérica Europa, Calle del General Arrando, 14, 28010, Madrid.

10.- Acceptance of the present rules

Possible participants are informed that the mere participation in the Project "Capital and European City of Christmas" implies the total acceptance of the present rules, of the decisions of the Jury and the criteria of the latter in the resolution of any Conflict that can be generated regarding the interpretation of the same, that will be final.

The international Jury reserves the right to disqualify the participation of entities that violate these rules, and especially any participation in which untrue data are recorded.

11.- Modifications and / or cancellation

Fundación Iberoamérica Europa reserves the right to make changes to the terms of this Call, when all modifications are justified or do not harm the participants and communicate to them duly, giving them the same degree of publicity as the present rules.

If causes of force majeure made necessary to postpone or cancel the call, it will be registered in these rules, so we invite you to consult after your participation.

12.- In case of litigation

In case of divergence between the participants in the Call and Fundación Iberoamérica Europa, the Courts and Tribunals of Madrid capital will be competent to hear disputes that may be raised, expressly waiving the participants in this Call to their own jurisdiction, if different from the agreed.